

## Retail Trade Industry Profile in WDB 1 – Northwest Minnesota





There were **340 retail trade establishments** providing **3,542 jobs** in the 7 counties of Northwest Minnesota through the 3<sup>rd</sup> quarter of 2019, according to data from DEED's Quarterly Census of Employment & Wages program. That is about **9.7% of total employment** in the region, accounting for nearly one in every 10 jobs. Five of these retail trade sectors were deemed critical during the StayHomeMN order, while seven sectors were deemed non-critical. Notably, the five critical sectors accounted for just over three-fourths (76.4%) of the retail trade jobs in the region (see Table 1).

Table 1. WDB 1 - Northwest Employment Statistics		Qtr. 1 – Qtr. 3 2019 Data			
NAICS Code	NAICS Industry Title	Number of Firms, Q1-Q3	Number of Jobs, Q1-Q3	Total Payroll, Q1-Q3	Avg. Annual Wage, Q1-Q3
0	Total, All Industries	2,734	36,330	\$1,186,677,961	\$43,551
<b>44</b>	<b>Retail Trade</b>	<b>340</b>	<b>3,542</b>	<b>\$65,908,614</b>	<b>\$24,810</b>
445	Food & Beverage Stores <i>(critical)</i>	49	913	12,779,183	\$18,656
447	Gasoline Stations <i>(critical)</i>	56	841	13,724,893	\$21,768
452	General Merchandise Stores <i>(critical)</i>	29	516	9,637,015	\$24,902
441	Motor Vehicle & Parts Dealers	50	448	13,328,744	\$39,639
444	Building Material & Garden Equip. Stores <i>(critical)</i>	51	276	5,858,038	\$28,266
446	Health & Personal Care Stores <i>(critical)</i>	21	158	4,674,897	\$39,368
451	Sporting Goods, Hobby, Book, & Music Stores	9	144	1,920,801	\$17,785
453	Miscellaneous Store Retailers	32	98	1,534,590	\$20,950
448	Clothing & Clothing Accessories Stores	13	50	554,941	\$14,798
443	Electronics & Appliance Stores	11	39	762,925	\$25,862
442	Furniture & Home Furnishings Stores	9	36	606,025	\$22,445

Source: DEED Quarterly Census of Employment & Wages

While layoff activity has been scattered in retail trade due to the high concentration of employment in critical sectors, the next major wave of Unemployment Insurance (UI) claims appear to be coming in retail trade. Much like the leisure and hospitality industry which also offers relatively low wages and has seen significant UI activity, with the additional \$600 UI benefit, most workers in retail trade would actually make more money collecting UI than working.

Polk and Pennington County have the largest number of retail trade jobs in the region, while Kittson County actually has the highest reliance on retail trade for employment, at 13.3% of total jobs in the county (see Table 2).

Table 2. WDB 1 - Northwest Employment Statistics by County, Qtr. 1 - Qtr. 3 2019	 Total, All Industries		 Retail Trade			 Critical*		 Non-critical*	
	Firms	Jobs	Firms	Jobs	Percent	Firms	Jobs	Firms	Jobs
Kittson Co.	185	1,498	22	199	13.3%	16	143	3	9
Marshall Co.	322	2,207	29	230	10.4%	20	158	4	46
Norman Co.	241	1,569	28	154	9.8%	15	76	6	50
Pennington Co.	410	10,198	67	929	9.1%	34	733	28	177
Polk Co.	993	12,028	102	1,254	10.4%	59	958	28	142
Red Lake Co.	123	1,027	18	107	10.4%	11	65		
Roseau Co.	343	5,110	74	667	8.5%	42	521	29	138

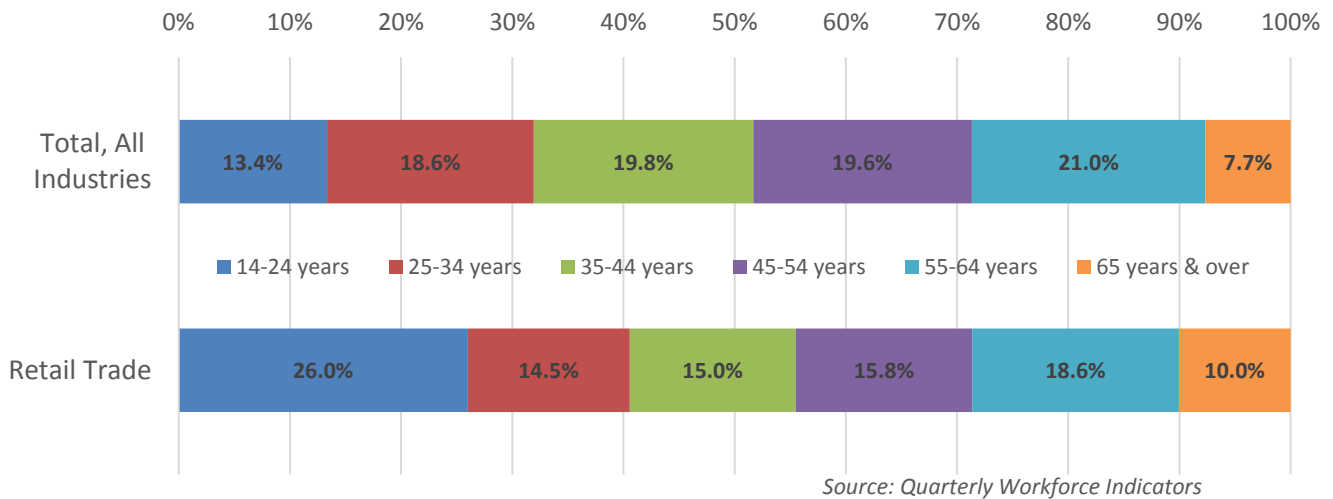
\* - Totals may not add up due to disclosure restrictions at the detailed subsector level

Source: DEED Quarterly Census of Employment & Wages

For more information, contact Erik White, DEED's Northwest Regional Analyst at 218-333-8253 or email at [erik.white@state.mn.us](mailto:erik.white@state.mn.us).

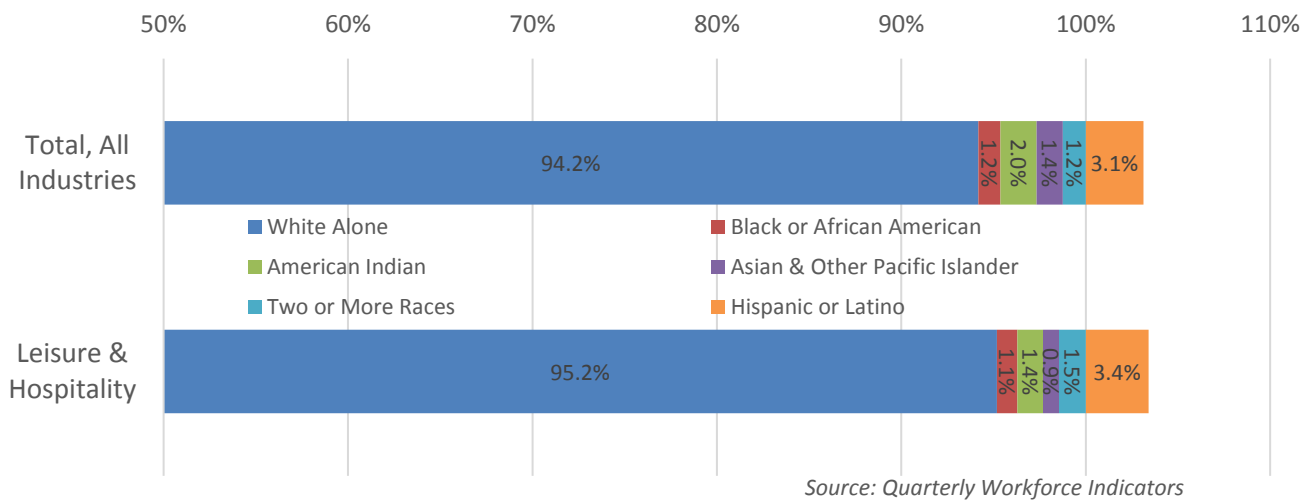
Workers in the retail trade industry are much younger than in all other industries combined. In the second quarter of 2019, more than 40 percent (40.5%) of the retail trade workforce in Northwest Minnesota was under 35 years of age, compared to just 32.0% across all industries. However, a larger share of retail trade workers were also in the oldest age group in the region, with more than 10.0% being 65 years and over, compared to 7.7% in all industries (see Figure 1).

**Figure 1. WDB 1 - Northwest Minnesota Workforce by Age Group, Q2 2019**



In contrast, retail trade workers in Northwest Minnesota were less racially diverse than the total of all industries combined. Just over 95% of all workers in retail trade were white, compared to 94% across all industries. The largest number of minority workers in retail trade in the region were of Hispanic or Latino origin (see Figure 2 – *please note that the numbers add up to more than 100% because Hispanic or Latino is an ethnicity rather than a race*).

**Figure 2. WDB 1 - Northwest Minnesota Workforce by Race or Origin, Q2 2019**



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